



**Thomas Griebel
Designs**

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Welcome!

Hello! I'm Thomas Griebel and I am a graphic designer based in the Rochester, NY region. I currently work as a graphic designer for the RIT K-12 University Center. His favorite things to design are editorial, information, branding, wayfinding/signage, and advertising design.

Education

Rochester Institute of Technology

- 2021-2024
- BFA in Graphic Design
- Member, performer, and PR Chair of WADAIKO

Monroe Community College

- 2018-2020, Spring 2021
- A.S. in Commercial Art and Illustration with Honors.

Work

RIT K-12 University Center

- Worked under Jessica Small and Donna Burnette
- Part time graphic design student worker 2023-2024.
- Full time graphic designer 2024 - current.

Other

JGB SHIBUKI

- Member of the taiko group in Buffalo.



Rochester Rail System



Work Information

For my senior capstone project, I imagined a fictional light rail system in Rochester called the Rochester Rail system that transports passengers in and out of Rochester. While Rochester once had a trolley and subway system, the city and surrounding areas have become very car dependent, and the bus system isn't the greatest.

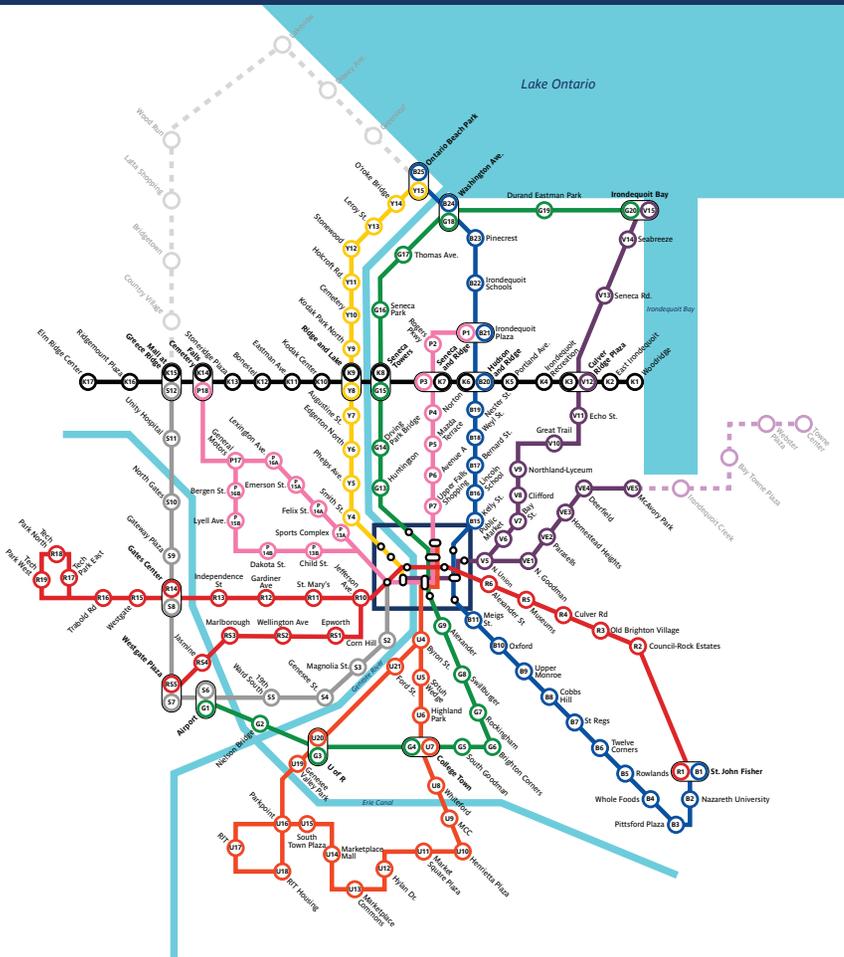
This light rail system is designed to help people who may utilize the system the most by focusing on lines that goes through areas of high poverty, as well as other areas such as colleges and universities, and high retail/employment areas such as Henrietta and Rochester Tech Park.

This capstone features a system map, line map, wayfinding signage, ticket machine screen, transit card, and long-term PSA announcements as a branding system for the system.



▲ Project on display during RIT Graphic Design Senior Capstone show.

RR SYSTEM Rochester Rail System SYSTEM MAP

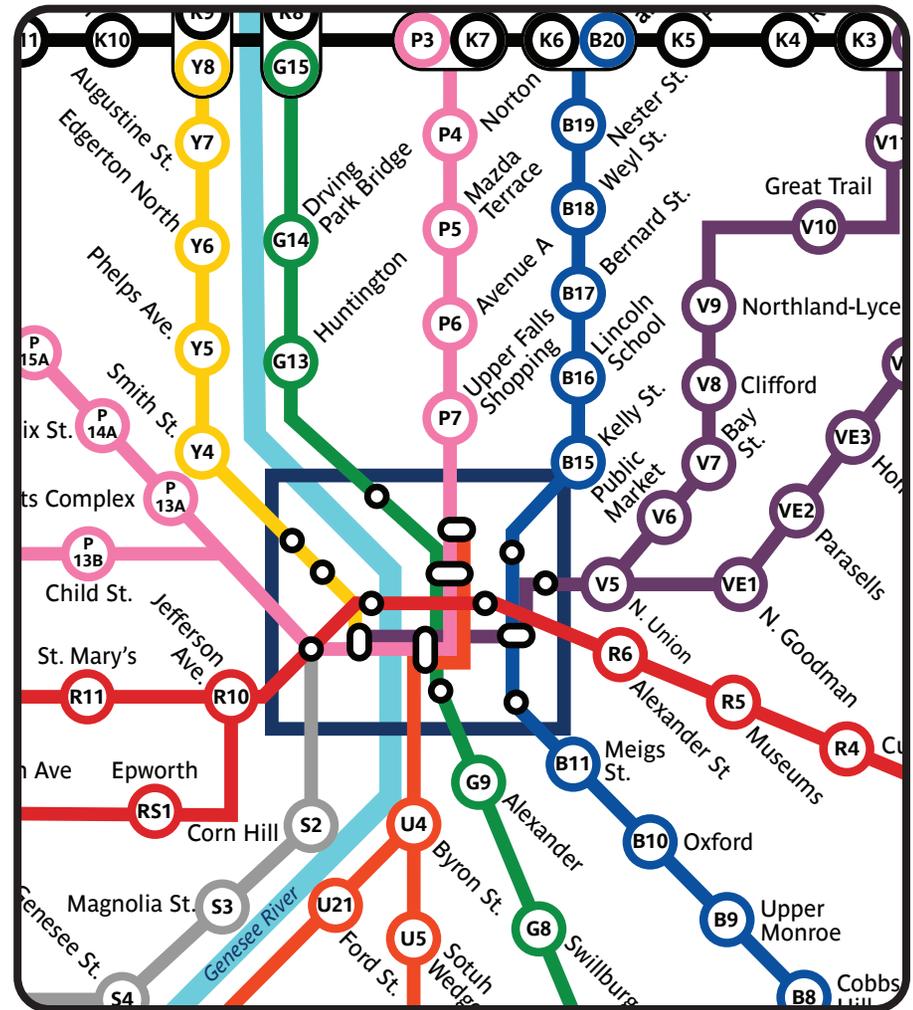


Downtown Rochester Zoomed In



Emergencies?
Call 911

Rochester Rail System
(585) 555-1234
rrs.com



▲ Closeup section of the map.

◀ Overview of the system map.



▲ Transit Card design. Instead of swiping, you tap to pay your fares, and can also support digital wallets such as Apple Wallet.

► Examples of signage telling people where the nearest station is, and how far at a standard walking pace.



▼ Station kiosk for new transit cards, or to refuel for fare balance.

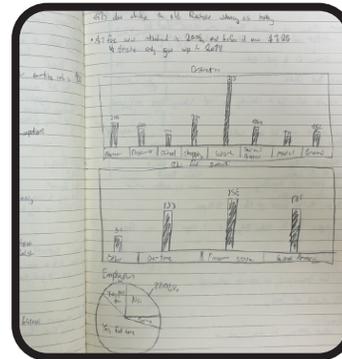
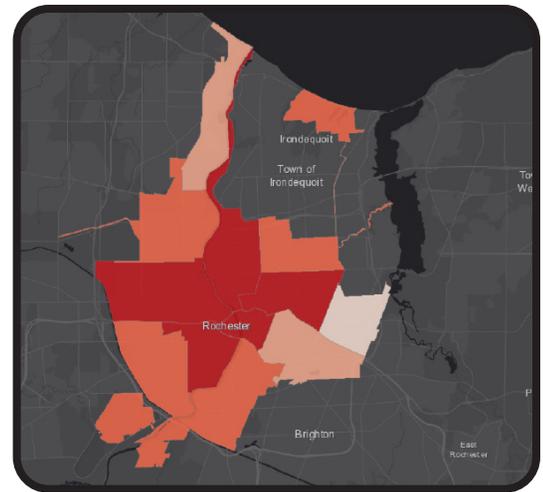


Research and Development

This project was a years long effort involving sketches, research, field research, and feedback and advice from my advisors. I studied various light rail systems across the United States such as Pittsburg and San Diego to see what they do, how they brand their system, and what I like and don't like about it. I also did some research about Rochester Regional Transit System (RTS) and how the bus system operates, plus their vision.

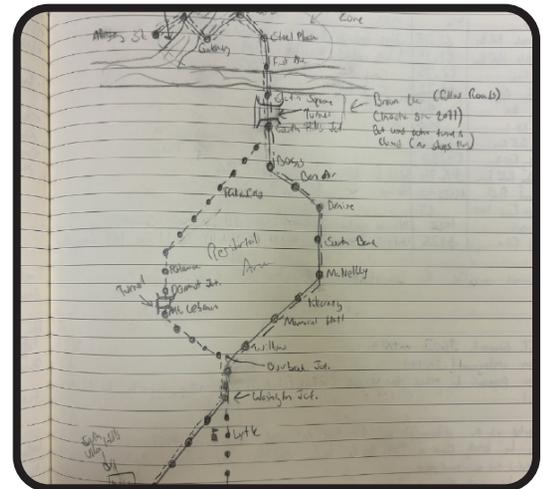
I also traveled to Buffalo as they have a light rail system, and Buffalo as a whole is similar to Rochester. I rode on their system and took some notes on what I liked about the system (such as the system being fully handicap accessible), and what I didn't like about the system (such as no Apple Wallet support). Overall, I thought the system does it's job, and would make a good base for Rochester's Light Rail System I had in mind. Some finalized mockups in this project come from Buffalo.

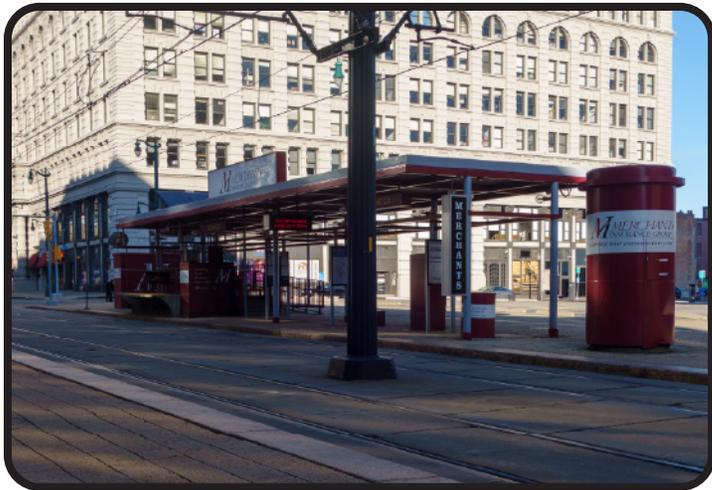
► Poverty map of Rochester, NY. These areas would be my system's main focus.



◀ Some notes from an RTS report about ridership.

► Pittsburg Rail System visualized.





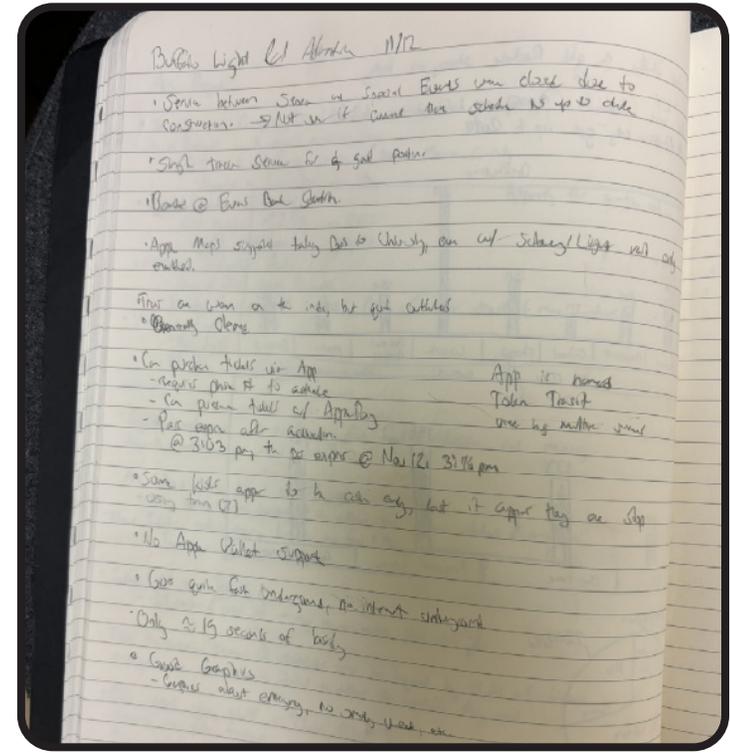
◀ Overview of a station in Buffalo. The system is fully handicap accessible, making it a good base for this project.



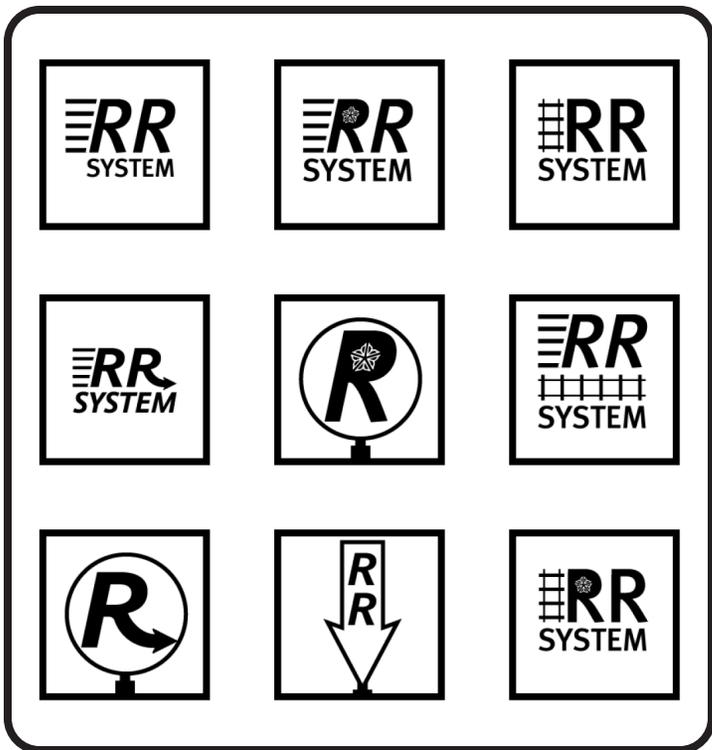
▶ Station Signage



◀ Map and system information. The map does it's job, but it feels stuck in the late 90s. I wouldn't have known this was a modern poster if it wasn't for the "FACE MASK REQUIRED" message on it.

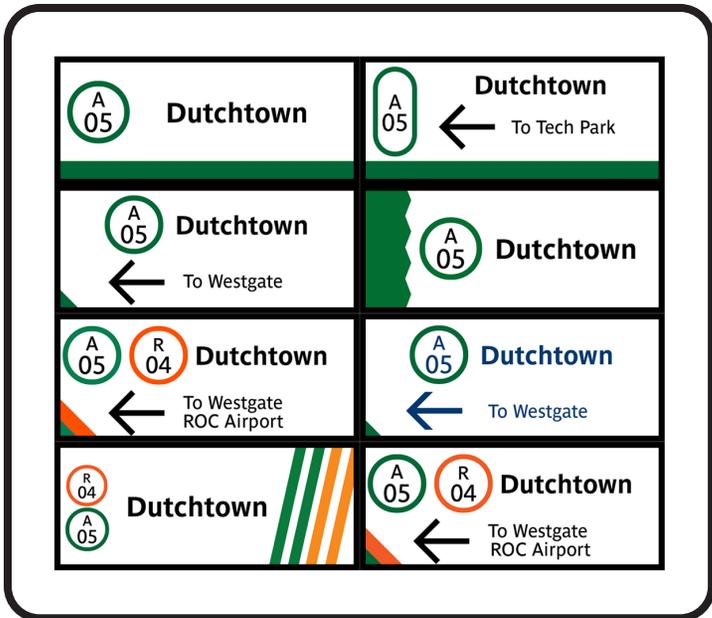
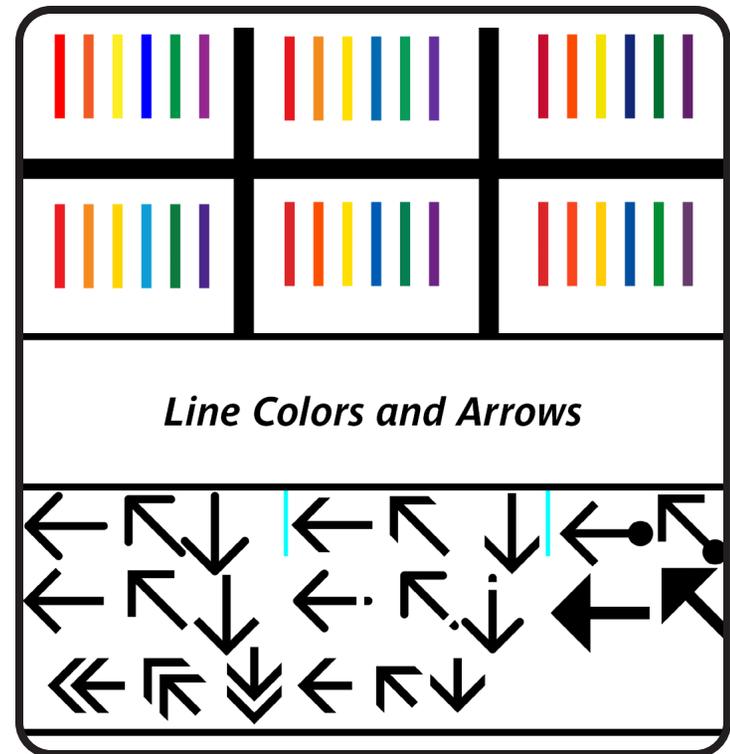


▶ Notes I took during my adventure about the system.



◀ Some logo designs, including an idea to have station markings, similar to Boston's T system.

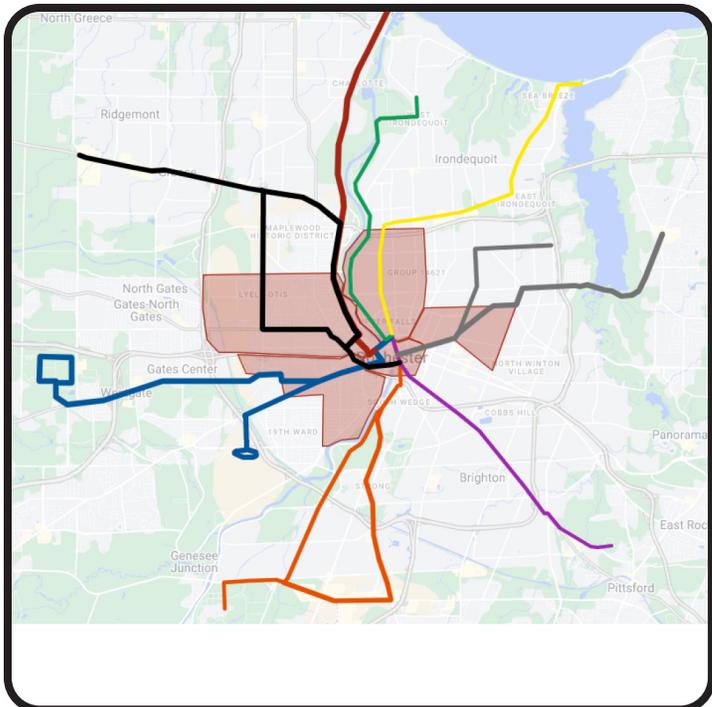
▶ Some line and arrow ideas I experimented.



◀ Early wayfinding station signage.

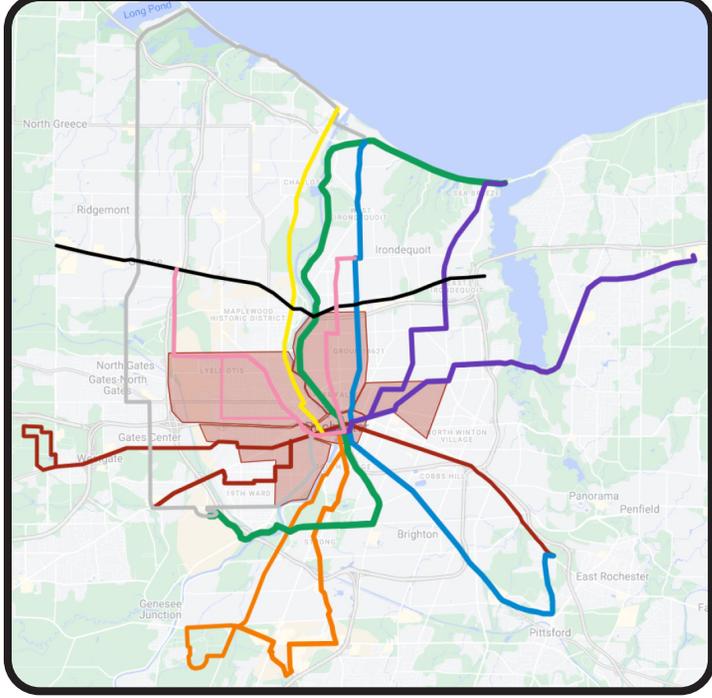
▶ Early signage that would appear to guide people to stations.





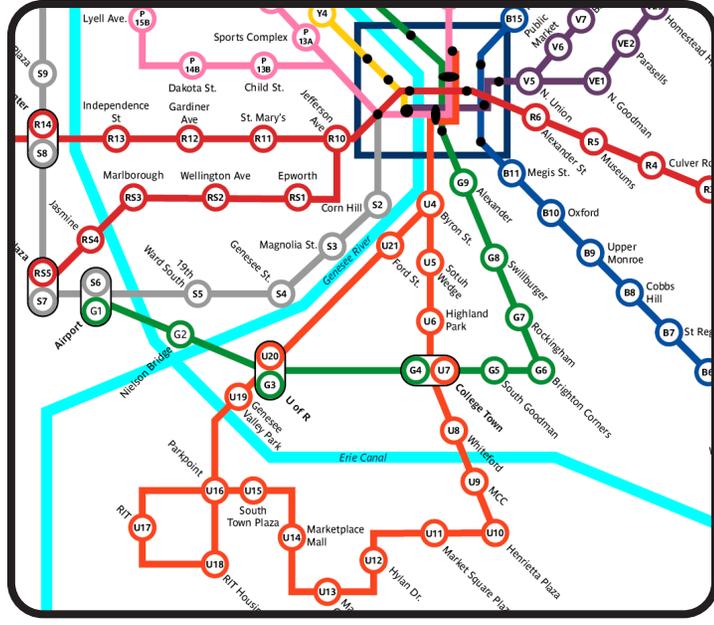
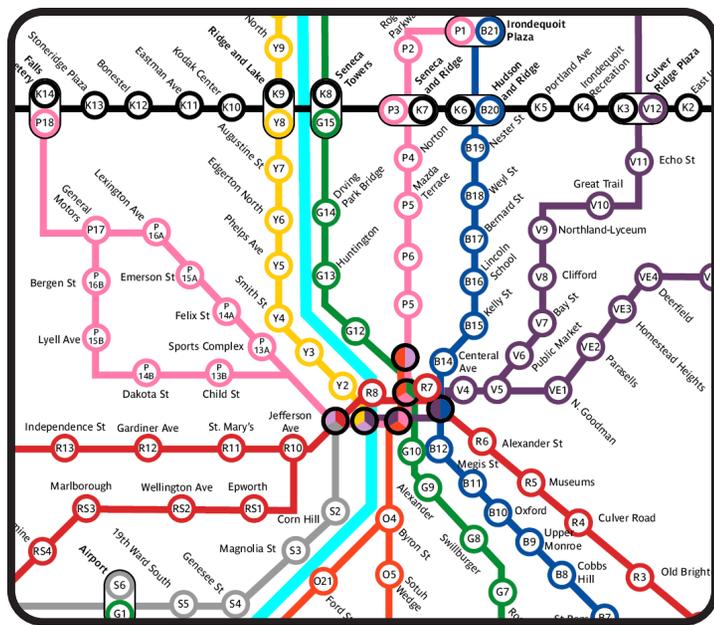
◀ First rough idea for the map layout. The red shaded areas represents the area in Rochester with a high poverty rate

▶ Early designed map, with all directions going vertical, horizontal, or a 45 degree angle.



◀ Near final map layout, with the lines more connecting while at the same time branched out, inspired by a documentary about Boston's T system.

▶ Updated map design from the previous image. In this version, the Orange Line's code was changed from "O" to "U" due to concerns it would've been mixed up with zero. I also made it so some line directions turn at an angle that's divisible by 30 degrees.



RIT K-12 University Center



RIT

Division of Academic Affairs
**K-12 University
Center**

Work Information

The RIT K-12 University Center is an academic affairs division of RIT with their goal is to create transformative opportunities for K-12 youth and educators on science, technology, engineering, art, and mathematics, also known as STEAM, to inspire the next generation of innovators. They serve more than 5,000 youth per year, and have a collection of initiatives that include campus engagements, virtual and in-person enrichment, school partnerships, internships, college and career readiness programming, and more.

During my time at the RIT K-12 University Center, I created lots of graphics and templates for the team and their partners. All projects follow RIT's branding guidelines, or their partner's branding guidelines such as the United State Educational Outreach Program (AEOP).



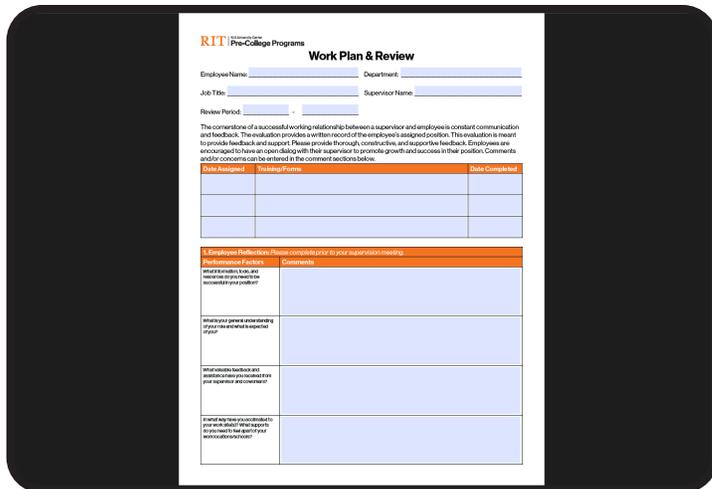
▲ Camp Tiger TV Ad Display that was displayed across the RIT campus.



▲ Visitor Parking Information sheet given to visitors who come to our building.



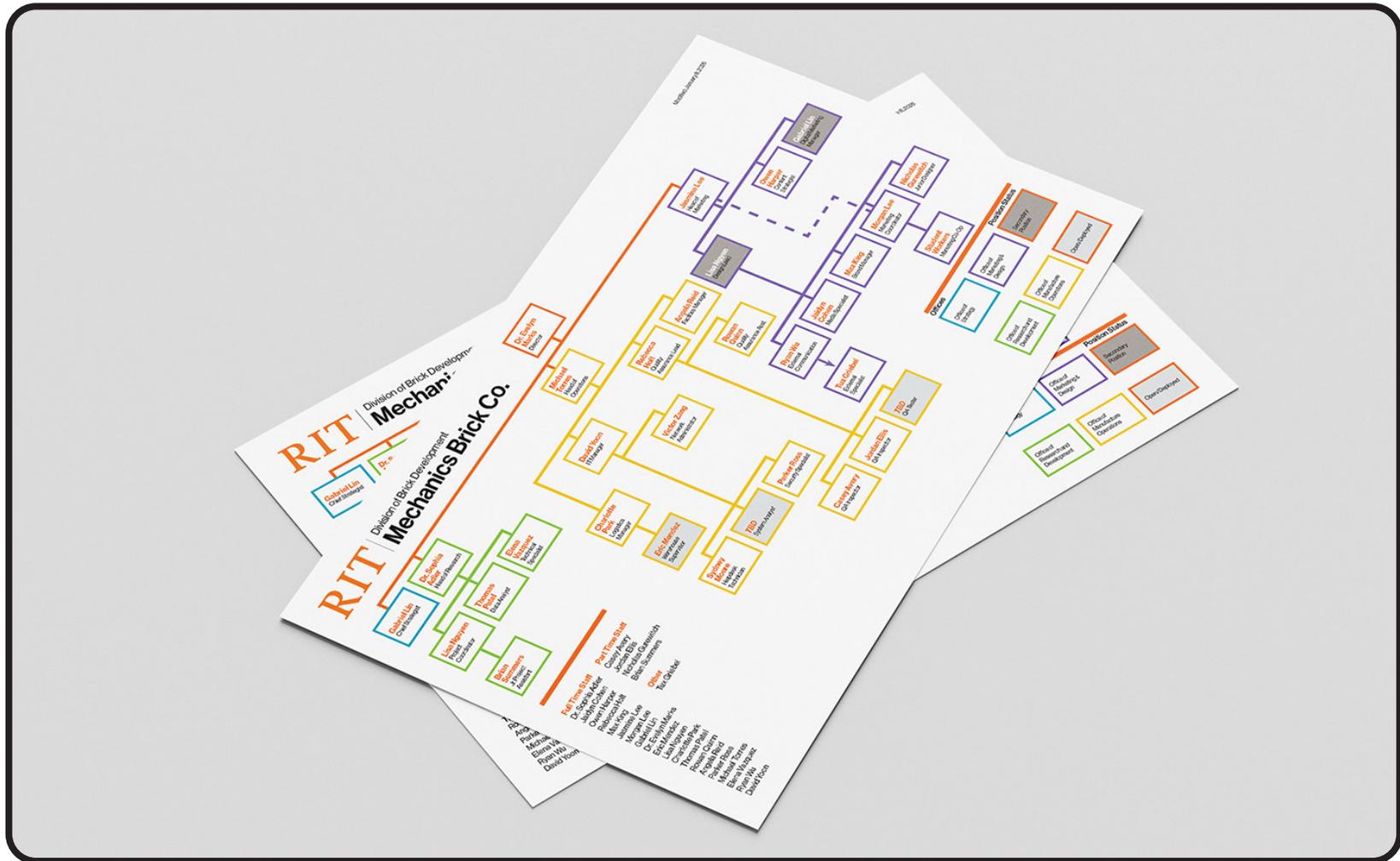
▲ Camp Tiger flyers for each individual camp.



▲ K-12 University Center Pre-College Programs Work Plan & Review packet (first page pictured).



▲ Camp Tiger flyers for the Rochester Prep School.

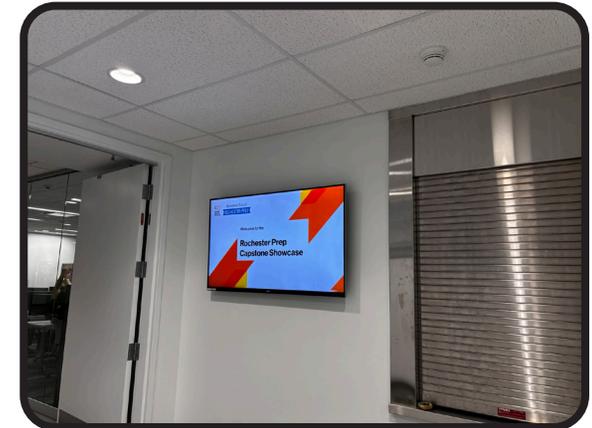


▲ Staff Organization Chart (8.5 x 14) that follows RIT's branding. The chart lists offices each member is a part of, their position status, and if they are full time or part-time.

Note: Per compromise, chart information shown here, including names and positions, is fictitious.



Materials created for the RIT-Rochester Prep High School Capstone Showcase. These include a folded pamphlet, as well as a welcome screen that was showcased all across RIT MAGIC Spells Studios.





▲ Different logo variants for Tiger Tales for RIT's Margaret's House.



▲ AEOP Internships and Fellowships Masterclass badges for intern and fellow's LinkedIn profiles after completing a class.

Adobe InDesign

In Adobe InDesign, the gradient effect is applied with the Gradient Feather Tool. First create the polygon that will have the gradient. Once the polygon has been created, create a frame over the polygon. Now place the graphic into the frame that you have created. Make it so the graphic fits the frame. Once the graphic is set up, select the Gradient Feather Tool and click on the graphic that you have just placed. It should now have the gradient feather effect on it. Double click on the Gradient Feather Tool and then adjust the stop points for the transparency to 20% opacity (or less if needed) at the location of the stop point for the dark purple color stop point, and 80% for the color stop point for the purple color stop point. It is recommended to group these layers so they stay together when adjustments are made to them.

Top Layer:
Graphic Feather Gradient
*you adjust for visibility

Bottom Layer:
Gradient
No effects

Color: Dark Purple Location: 20%
Color: Purple Location: 80%

Graphic Elements 39

Purpose

The purpose of this branding document is to provide guidance on the branding for the AEOP Internships and Fellowships. The guide helps ensure all brand materials are consistent throughout the brand, as well as a reference document for those who work with the brand, no matter how much they work with the brand. It is designed to give designers freedom and flexibility to design aspects of the brand, while at the same time ensuring a consistent style across all forms of media.

This document is intended to be easily understood by users who have an understanding in graphic design or related design field, as well as those who do design work who are not graphic designers, or related design field. Therefore, this document also includes more tutorials at certain sections that are designed to help the users use the program while at the same time giving users the confidence that they're following the guidelines of the brand.

AEOP Internships & Fellowships
Branding Guidance Document

Color 1

Purple Gradient (No Overprint)

The purple gradient is when a dark purple transitions to the regular purple, or vice versa. When used with backgrounds, it provides a distinctive look to the brand, especially once the graphic is applied (see page 20). This gradient should only be used as backgrounds, or as part of a header, and should not be applied to smaller applications.

To apply the gradient normally, with just normal colors, you will need to set the stop points for the purple and dark purple colors. If you are using Pantone colors in the gradient, go to the next paragraph for instructions. Set the start stop location to 20% and the end stop location to 80%, and the midpoint is set to 50%. The start and end point locations should be purple and dark purple respectively, or vice versa.

For a purple gradient with Pantone Color and a Pantone Black color, the process starts the same way as shown on page 13. If the Pantone Black color is being used, see page 19 for instructions. Once set up, you are going to create a transparency gradient of the black layer. If using Adobe Illustrator, assume the Black layer's opacity is set to 80%, set the Pantone Color at 20% with an opacity of 100%. Then set the end Color Stop at 80% with an opacity of 0%. The color in the stop points will still be the Pantone Color. In Adobe InDesign, use the Gradient Feather Tool for the effect. Select the Black layer and assuming the Black layer's opacity is set to 80%, set the first location to 20% with an opacity of 100%, and the second location to 80% with an opacity of 0%.

There may be some cases where the start and end stop locations are at a slightly different location. If that's the case, ensure that at the stop location each side is a distance away from the edge of the medium to fill show the purple and dark purple colors. You can also set it to the lighter side of the gradient at 20%, and the darker side at 80%, as long as the gradient on the actual graphic is appropriate. For a list of examples, see page 14.

If you are using Inkscape to create graphics which feature the gradient, see page 17 for instructions to replicate the gradient.

Illustrator
Top Layer: CMYK Black 80% Opacity Gradient
Bottom Layer: Pantone Color No effects

InDesign
Top Layer: CMYK Black 80% Opacity Gradient
Bottom Layer: Pantone Color No effects

Color 16

Pictograms

AEOP Internships and Fellowships pictograms should go alongside as a complementary term to go alongside with text. They are designed to help illustrate visual elements that are easy to understand and can work with physical and print applications, both large and small. The pictograms on the right are only a small sample of what pictograms are provided.

The pictograms are available in five color variants: Black, White (NO), Purple, Yellow, and Multi-Color (consisting of Purple and Yellow). They are also available in the following formats: PNG (in four sizes), PDF, SVG, and AI (Adobe Illustrator file).

When placing a pictogram, they should be no smaller than 23 pixels for digital applications, or 3.2 inches for physical applications on their longest length.

The pictograms provided won't cover every case but can be used as a guide for when a new pictogram needs to be created. When creating a new one, ensure the pictogram can be applied with all five color variants for consistency, and that it meets details of the program as visible from as small as the minimum size from the previous paragraph. When exporting the pictograms, the required formats to export them are PNG, and PDF.

Though not provided, the pictograms can be animated to help tell a story or to further grab interest in the audience.

Black Pictograms

White (NO) Pictograms (Black Background Added)

Purple Pictograms

Yellow Pictograms

Multi-Color Pictograms

Example of a pictogram at a minimum size.

Graphic Elements 42

Header Placement

On a full page sheet of paper, this is the specifications on how the header looks. If you have rows guidelines enabled in Adobe InDesign, the size of the header should be based on the rows, as it should sit on a row line.

Regardless you are using rows in Adobe InDesign or not, the size of a large header that will show text should be set to a minimum of 1.1 inches tall from the top of the page, or the closest row to 1.1 inches from the top of the page. It must be able to support the logo and a maximum of two large text lines from the top of the margin, down to the yellow line on the bottom of the header. The text and logo should not touch or be standing on the yellow line.

In the event where the title is very long and making the text smaller isn't feasible (meaning the title text is very small), then you can adjust the size of the header to support three lines of text. If you do this, adjust the text to the title is only slightly bigger than the AEOP Internships and Fellowships logo when shown as three lines tall.

For a small header, the size should be set to a minimum of 0.75 inches tall from the top of the page with a logo, or the closest row to 0.75 inches from the top of the page. This also makes the header small, tall enough to make the text large and distinctive from the body copy. For a header without a logo and text, the size should be set to a minimum of 0.5 inches, or the closest row to 0.5 inches from the top of the page. Ideally, a portion of the header should go outside of the margins.

Layout 46

On top of the yellow line.

Sitting on the yellow line.

On the edge of the shape/media.

Away from the yellow line/media edge.

Typography

Changing the Typeface
Do not change or replace the typeface that has been provided or use unapproved fonts. Having a different typeface for media should only be used for limited, special occasions, but should still have the normal typefaces present.

Wide/Thin Tracking
Allowing wider or thin tracking between each character can make the copy more difficult to read. The amount that is too wide or too thin will depend on the type size.

Large/Small Leading
Allowing large or small leading between each line can make the copy more difficult to read. The amount that is too large or too thin will depend on the type size.

Text Effects
Text effects should only be used for limited, special occasions with only appropriate effects (such as no drop shadows, 3D, etc.). Outside of special occasions, there should be no special effects to the type.

Changing the typeface

Wide/Thin tracking

Large/Small leading

Text effects

Special Report
An example of how the typeface for media should only be used for limited, special occasions, but should still have the normal typefaces present.

Some situations that have a large or small leading not only makes it hard to read, but it gives a brand an unprofessional look.

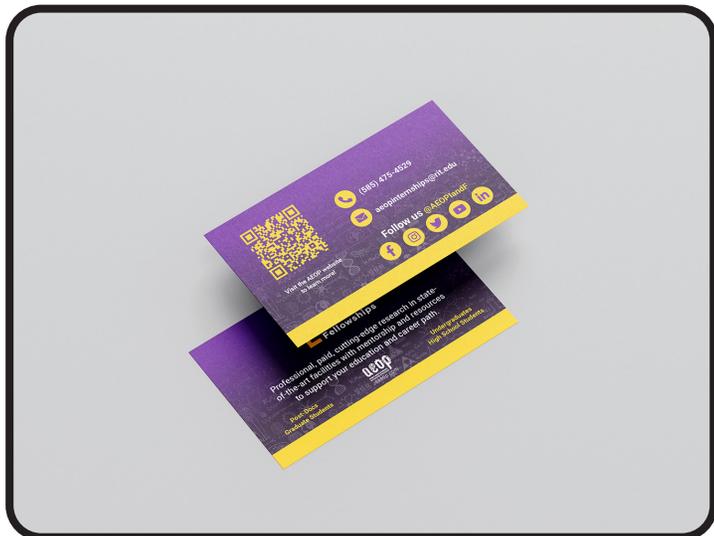
AEOP Internships and Fellowships

Typography 30

▲ A selection of pages from the AEOP Internships and Fellowships that I have created after a branding refresh from Blake Learning Solutions. I did this project after there was no guidance on the new branding style and our design ideas felt all over the place with no uniformity. While I lead the project, this project was done in collaboration with Blake Learning Solutions and the AEOP I&F team at RIT.



AOEP Internships and Fellowships business cards that were updated by me based on the new branding system.





▲ NY-Upstate JSHS 2025 Regionals materials which I designed the graphics for, from pamphlets, to challenge coins, as well as a t-shirt design.



▲ AEOP Internships and Fellowships Booth design (see page 28 to learn more about this project).

AEOP Army Educational Outreach Program (AEOP)
Additional Stipends Justification

Complete the following form for additional stipends that your lab provides to program participants. The completion of this form will be required on an annual basis.

Select Yes if your lab provides this additional stipend. Enter a flat dollar amount or dollar range. Provide a justification as to how the dollar amount or dollar amount range was determined.

EXAMPLE

Healthcare allowance
 Yes
 No
 Amount (Dollar or Range): \$300 a month
 Justification:
 Average cost of a health plan in our area for individuals in the 25 - 35 year age group is around \$400 a month. Individuals must provide documentation of health care coverage in order to receive the monthly healthcare allowance.

Start filling out the form here.

Lab Name: _____
 Local Program Coordinator Name: _____
 Date: _____

Healthcare allowance
 Yes
 No
 Amount (Dollar or Range):
 Justification:

▲ AEOP Additional Stipends Justification PDF form. Certain fields appear only when certain fields are selected.

WADAIKO Branding Upgrade



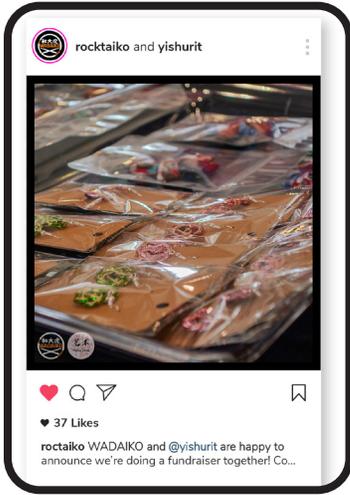
Work Information

WADAIKO is a taiko drumming club at the Rochester Institute of Technology that was established in 2016. In 2023, I was elected to be the PR Chair of the club and during my time, me and my assistant developed a new branding strategy for the club as it felt incomplete and not unified.

Our branding strategy solves these problems by making an engaging system that can work in both print and digital. This branding strategy was also applied to photography and videography. As a result of our initiatives, we experienced growth in engagement on social media, garnered an increase interest in performances within RIT and Rochester, and being featured on a TV show in Atlanta.

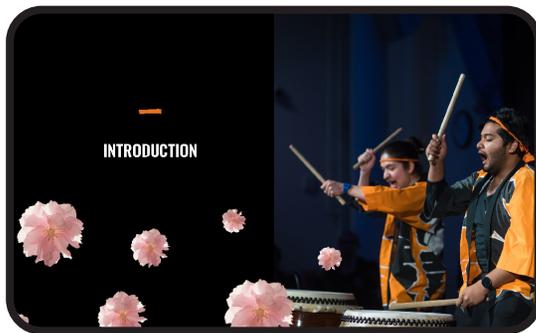
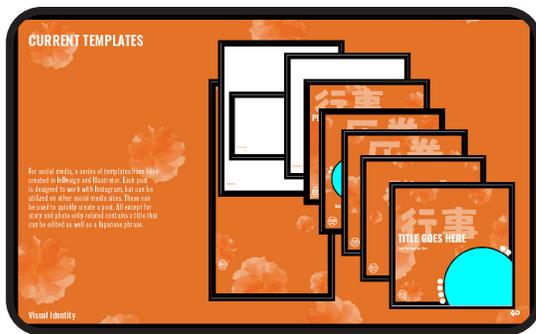


▲ WADAIKO flyer primary given out during RIT's Club fair. The front cover was designed by Olivia Wong.

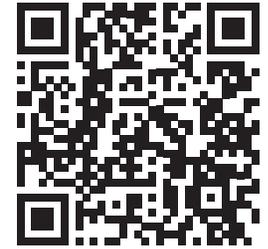


▲ WADAIKO business cards.

▲ Various social media posts featuring announcements and highlights from events.



▲ Selection of pages from the branding guide I created. During the making of the guide, I took into account there could be people working on branding with limited knowledge of Adobe's programs, so various tutorials are also included for common tasks.



▲ YouTube thumbnails of performance videos that were edited by me, including the addition of closed captioning. Scan or click on the QR codes to watch the videos.



▲ Various photographs taken during practices, events, and performances that were also part of our branding strategy. Some photos feature WADAIKO's sister club, Yishu Club.

AEOP Internships and Fellowships Booth Design



Task

To create a new trade show booth design for the AEOP Internships and Fellowships that goes along with their new branding.

Solution

After deciding with the team what booth setup they wanted, I designed the booth that's designed to stand out amongst the other booths, and solving other problems from their previous design. It features a backdrop, feather-flag, mini-banners, a table cloth, trunk table, and a curved banner. After the booth's first use in an event, it was an instant success to attracting more event attendees.



▲ Closeup of the Mini-banners and trunk table.



▲ Closeup of the backdrop.



▲ The booth fully setup during an event.

Letchworth State Park Posters

Letchworth State Park



Completed the Great Contract of the Great Letchworth State Park and established the William Flax Letchworth State Park in 1907. The State Park, which is a state-owned park, is the largest of its kind in the world. It is located in the town of Letchworth, New York, and is named in honor of William Flax Letchworth.

William Flax Letchworth discovered the area on a hunting trip in the woods near Fort Henry in 1852. He bought the area and sold 100 acres to the State in 1857 and made it his lifelong project to preserve the land and create a park to be enjoyed by all.

Mount Morris Dam is a 47-foot dam that was built in 1956 to protect downstream areas from flooding. It is located in the town of Letchworth, New York, and is named in honor of Mount Morris.

Lower Falls is a 100-foot waterfall that is one of the most beautiful in the state. It is located in the town of Letchworth, New York, and is named in honor of the lower falls.

Gardeau Overlook/Reservation is a scenic overlook that offers a view of the gorge. It is located in the town of Letchworth, New York, and is named in honor of Gardeau.

Humphrey Nature Center is a 100-acre nature center that offers a variety of programs and activities. It is located in the town of Letchworth, New York, and is named in honor of Humphrey.

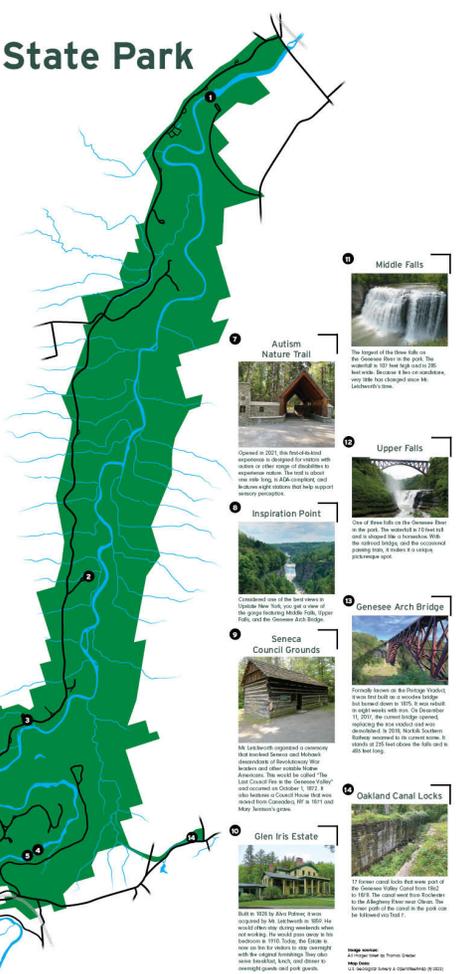
Wolf Creek is a 100-foot waterfall that is one of the most beautiful in the state. It is located in the town of Letchworth, New York, and is named in honor of Wolf Creek.

Seneca Council Grounds is a 100-acre council grounds that offers a variety of programs and activities. It is located in the town of Letchworth, New York, and is named in honor of Seneca Council Grounds.

Stone Footbridge is a 100-foot stone footbridge that is one of the most beautiful in the state. It is located in the town of Letchworth, New York, and is named in honor of Stone Footbridge.

Oakland Canal Locks are a 100-foot canal locks that are one of the most beautiful in the state. They are located in the town of Letchworth, New York, and are named in honor of Oakland Canal Locks.

Glen Iris Estate is a 100-acre estate that offers a variety of programs and activities. It is located in the town of Letchworth, New York, and is named in honor of Glen Iris Estate.



1 Middle Falls
The largest of the three falls on the Genesee River in the park. The waterfall is 107 feet high and 200 feet wide. Because it flows on sandstone, the water has changed since Mr. Letchworth's time.

2 Autumn Nature Trail
Opened in 2002, this 1.5-mile trail is designed for visitors with vision and other sensory disabilities to experience nature. The trail includes one mile long, ADA-compliant, and features sight indicators that help improve sensory perception.

3 Upper Falls
One of three falls on the Genesee River in the park. The waterfall is 100 feet tall and is named in honor of the upper falls. It is a beautiful sight and a great place to enjoy nature.

4 Inspiration Point
One of three falls on the Genesee River in the park. The waterfall is 100 feet tall and is named in honor of Inspiration Point. It is a beautiful sight and a great place to enjoy nature.

5 Genesee Arch Bridge
Formerly known as the Heritage Viaduct, it was the first to be a wooden bridge built across the gorge. In 1910, it was replaced by a steel arch bridge. On November 11, 2011, the current bridge opened, marking the first wooden arch bridge in the state.

6 Seneca Council Grounds
Mr. Letchworth organized a company that bought Seneca and Mohawk descendants of Brookhaven, New York, and other nearby lands. He made it his goal to create a park for the Seneca and Mohawk people. The park is named in honor of Seneca Council Grounds.

7 Oakland Canal Locks
10 former canal locks that were part of the Genesee Valley Canal from 1862 to 1902. The canal was built from Rochester to Letchworth. The locks are named in honor of Oakland Canal Locks.

8 Glen Iris Estate
Built in 1928 by Alton Palmer, it was owned by Mr. Letchworth in 1960. He would often use the driveway when he visited the park. The estate is named in honor of Glen Iris Estate.

Letchworth State Park History

Historical Era

10,000 Years Ago
The first human beings to visit, among the 13,000 years ago, eventually during the time of the Seneca their first and last contact with the Seneca people. The Seneca people lived in the area of Letchworth, New York, and were one of the most powerful nations in the Iroquois confederacy based in the area.



Late 1600s
Though not the first to visit, the Seneca people lived in the area of Letchworth, New York, and were one of the most powerful nations in the Iroquois confederacy based in the area.



1797
The Treaty of 1797 was signed by the Seneca Nation and the United States. It was the first of a series of treaties that would eventually lead to the Seneca people's removal to the West.



1823
The Genesee Reservation was established in 1823. It was the first reservation in the state and was named in honor of the Genesee River.



William P. Letchworth Era

1852
The wooden Heritage High Bridge is completed by the Erie Railroad with a permanent roadway bridge. It is one of the most beautiful in the state and is named in honor of the Heritage High Bridge.



1859
Bullitt Stevenson, William Flax Letchworth's partner, purchased the State from the Erie Railroad. He was one of the most powerful men in the state and was named in honor of Bullitt Stevenson.



1862
After 11 years of construction, the Genesee Valley Canal is fully completed. It is one of the most beautiful in the state and is named in honor of the Genesee Valley Canal.



1875
The wooden Heritage High Bridge is replaced by a permanent roadway bridge. It is one of the most beautiful in the state and is named in honor of the Heritage High Bridge.



Early Park Era

1910
On December 16, Mr. Letchworth presented to the Legislature his plan to create a park in the gorge. It was one of the most beautiful in the state and is named in honor of Mr. Letchworth.



1935
Camp SHAW of the Civilian Conservation Corps (CCC), opened in 1935. It was one of the most beautiful in the state and is named in honor of Camp SHAW.



1952
The Mount Morris Dam is completed. It is one of the most beautiful in the state and is named in honor of Mount Morris Dam.



1972
Five miles of new roadway over two miles (2.5) on the Seneca Reservation were completed. It is one of the most beautiful in the state and is named in honor of the Seneca Reservation.



Modern Park Era

2005
Letchworth State Park was added to the U.S. National Register of Historic Places on November 4, for its significance of American, Commercial, and Cultural Architecture. It is one of the most beautiful in the state and is named in honor of Letchworth State Park.



2016
The Humphrey Nature Center opens. It is one of the most beautiful in the state and is named in honor of Humphrey Nature Center.



2017
On December 11, the wooden arch bridge was replaced by a permanent roadway bridge. It is one of the most beautiful in the state and is named in honor of the Heritage High Bridge.



2021
The new Mount Morris Dam is built. It is one of the most beautiful in the state and is named in honor of Mount Morris Dam.



Task

Create posters that showcase the point of interests and history of Letchworth State Park that could be found at a visitor center, or a interpretative display.

Constraints

Each poster must be 18.5 x 25 inches.

Solution

The two posters I created featuring Letchworth State Park that can work together. The first poster features a map of the park showcasing some points of interests and giving a brief explanation about them. The second poster tells the history of the area from the glaciers once towering over the area, to the modern day.

Two versions of each poster are produced, a light version, and a dark version.



▲ Scan or click the QR code for a larger view of the posters.

Letchworth State Park

1 Mount Morris Dam
Mount Morris Dam is a dry dam that was built in the 1930s to protect communities down stream such as Rochester from flooding. In normal conditions, the water passes through the dam. In 1972, it was truly tested by flood waters from Hurricane Agnes.

2 Lower Falls
One of three falls on the Genesee River in the park. It's about two miles away from Middle Falls, and is about 55 feet tall.

3 Gardeau Overlook/Reservation
In 1970, as part of the Forest of Big Trees, Mary Jemison, known as the "White Woman of the Genesee" was given 12,000 acres, known as the Gardeau Reservation located here that also extends out of the present-day park boundaries. In 1823, most of the land was sold to white settlers and she left in 1831 to Buffalo Creek.

4 Humphrey Nature Center
Opened in 2016, the Humphrey Nature Center offers environmental education opportunities to all park guests of all ages. The programs that are featured in the building mostly focus on topics that are around the park. Outside of the Nature Center there is an outdoor butterfly garden and a bird observation area open to visitors.

5 Wolf Creek
Wolf Creek is one of many creeks in Letchworth that flow into the Genesee River. It flows into a ravine where it drops 250 feet over four different waterfalls ranging from 28 feet to 65 feet. The area features rocks and a picnic area.

6 Stone Footbridge
Built by the Civilian Conservation Corp (CCC) in 1935 by Camp SP-49, it is considered Letchworth's greatest CCC project. It is the only footbridge that crosses the Genesee River in the park. When flood waters from Hurricane Agnes opened the footwaying regime established over the bridge. It without the bridge.

7 Autism Nature Trail
Opened in 2021, this trail of an kind experience is designed for visitors with autism or other range of disabilities to experience nature. The trail is about one mile long, is ADA compliant, and features eight stations that help support sensory perception.

8 Inspiration Point
Considered one of the best views in Upstate New York, you get a view of the gorge between Middle Falls, Upper Falls, and the Genesee Arch Bridge.

9 Seneca Council Grounds
Mr. Letchworth organized a ceremony that involved Seneca and Mohawk descendants of Revolutionary War leaders and other notable Native Americans. This would be called "The Last Council Fire in the Genesee Valley" and occurred on October 1, 1872. It also features a Council House that was moved from Canastota, NY in 1871 and Mary Jemison's grave.

10 Glen Iris Estate
Built in 1826 by Alice Palfrey, it was acquired by Mr. Letchworth in 1850. He would often stop during weekends when not working. He would come away in his badness in 1910. Today, the estate is now on line for visitors to also overnight with the original homestead. They also serve breakfast, lunch, and dinner to overnight guests and park guests.

11 Middle Falls
The top of the three falls on the Genesee River in the park. The waterfall is 127 feet high and is 300 feet wide. Because it has no foundation, very little has changed since Mr. Letchworth's time.

12 Upper Falls
One of three falls on the Genesee River in the park. The waterfall is 70 feet tall and is shaped like a horseshoe. With the railroad bridge, and the occasional passing train, it makes it a unique, picturesque spot.

13 Genesee Arch Bridge
Formerly known as the Portage Viaduct, it was first built as a wooden bridge but burned down in 1875. It was rebuilt in eight months with iron. On December 11, 2017, the current bridge opened, replacing the one that was destroyed. In 2018, North's Southern Railway returned to the current route, it stands at 235 feet above the falls and is 445 feet long.

14 Oakland Canal Locks
17 former canal locks that were part of the Genesee Valley Canal from 1842 to 1878. The canal went from Rochester to the Allegheny River near Olean. The former path of the canal in the park can be followed on Day 1.

Image sources:
All images by Thomas Gravel
Map Data:
© OpenStreetMap contributors, CC-BY, Imagery © Mapbox

▲ The park map poster showcasing a selection of points of interest plus a brief description about each location.

Letchworth State Park History

Historical Era

William P. Letchworth Era

Early Park Era

Modern Park Era

10,000 Years Ago

The first ice sheet begins to melt, exposing the U-shaped valleys it carved during 31,000 years ago, eventually forming the shape of the Genesee River that would later carve the landscape and provide for thousands of years. The towns of Portageville, Niles, Escarcott, Mount Morris, Danville, and Genesee lie in the U-shaped valley formed in the area.



Late 1600s

Though not the first inhabitants to step foot, Seneca Village begins to appear in the valley and several forts and trading posts are established, first appearing North and East of the modern park, later appearing far south near the modern Genesee Arch Bridge. They would call this area, "Sagoyewah," or the "Vale of These Falls."



1797

The Treaty of Big Tree is signed by the Seneca Nation and the United States. It sets up nearly 6.5 million acres of reservation, one of them being the Genesee Reservation, with a portion of the reservation located within today's park boundaries. The area was home to Mary Jemison, also known as the "White Woman of the Genesee."



1823

The Genesee Reservation is sold to white settlers and Mary Jemison would sell the remaining lands in 1827. She would move to Buffalo Creek where she would die four years later at 10 years old. In 1874, she would return to the location to be reburied at the Council Grounds with the help of the Letchworth clan and some green grass broadcast.



1852

The wooden bridge William P. Letchworth completed by the Erie Railroad with a preliminary roadway before the first deck. It was said that at the time, it was the highest and longest bridge in the world. It stood at 234 feet tall, 820 feet long, and took 250 acres of ground to build. The bridge would become a tourist attraction.



1859

Buffalo businessman Proctor Letchworth purchases the estate from Michael Smith and 150 acres of land. He discovers the area during a business trip to the present park on the railroad. His aim was long with building the bridge, to also enjoy the natural landscape. He would improve and protect the lands.



1862

After 20 years of cultivation, the Genesee Valley Canal is fully completed at the business boundary of the park. The canal connects the Erie Canal in Rochester to the Allegheny River in Colton, passing just to the gorge of the Genesee River. It was only profitable for one year and was abandoned by the state in 1878.



1875

The wooden bridge Letchworth ordered the steel bars driven at spaced 100 feet on King of the Forest railway bridge, now called the Portage Viaduct in 84 days with a new bridge, but without a preliminary survey. Work was later done in 1905 to replace some iron girders with steel.



1910

On December 10, M. Letchworth dies generally in the bathroom in his home at 87 years old. Before his death, he donated the land to the State to establish a State Park in 1910 but continued to live in his estate. He donated the land to support a proposed dam project upstream near Portageville that would change the area.



1935

Camp 574 of the Civilian Conservation Corps (CCC), created by FDR's New Deal Program, begins construction of the stone building that houses the Genesee River. It was built near the Lower Falls and is considered the CCC's greatest Letchworth Park project during the program.



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The Huntington Habitat Center opens in the park near Inspiration Point. It offers environmental education opportunities around the park for school groups, adults, youth organizations, and the public. It has interactive exhibits, a butterfly garden, a bird observation series, and much more. The building is open year-round.



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2021

The first National Access Route Trail opens in the park near the Huntington Habitat Center. It is a one-way, ADA compliant trail for people with developmental disabilities of all ages to help make it easier to explore nature. It also features eight stations that help support sensory perception.



▲ The history poster that tells the history of the area from the glaciers to the modern park today.

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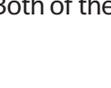
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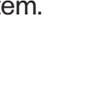
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▲ Both of the posters together, working as a system.

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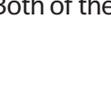
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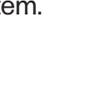
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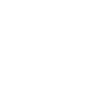
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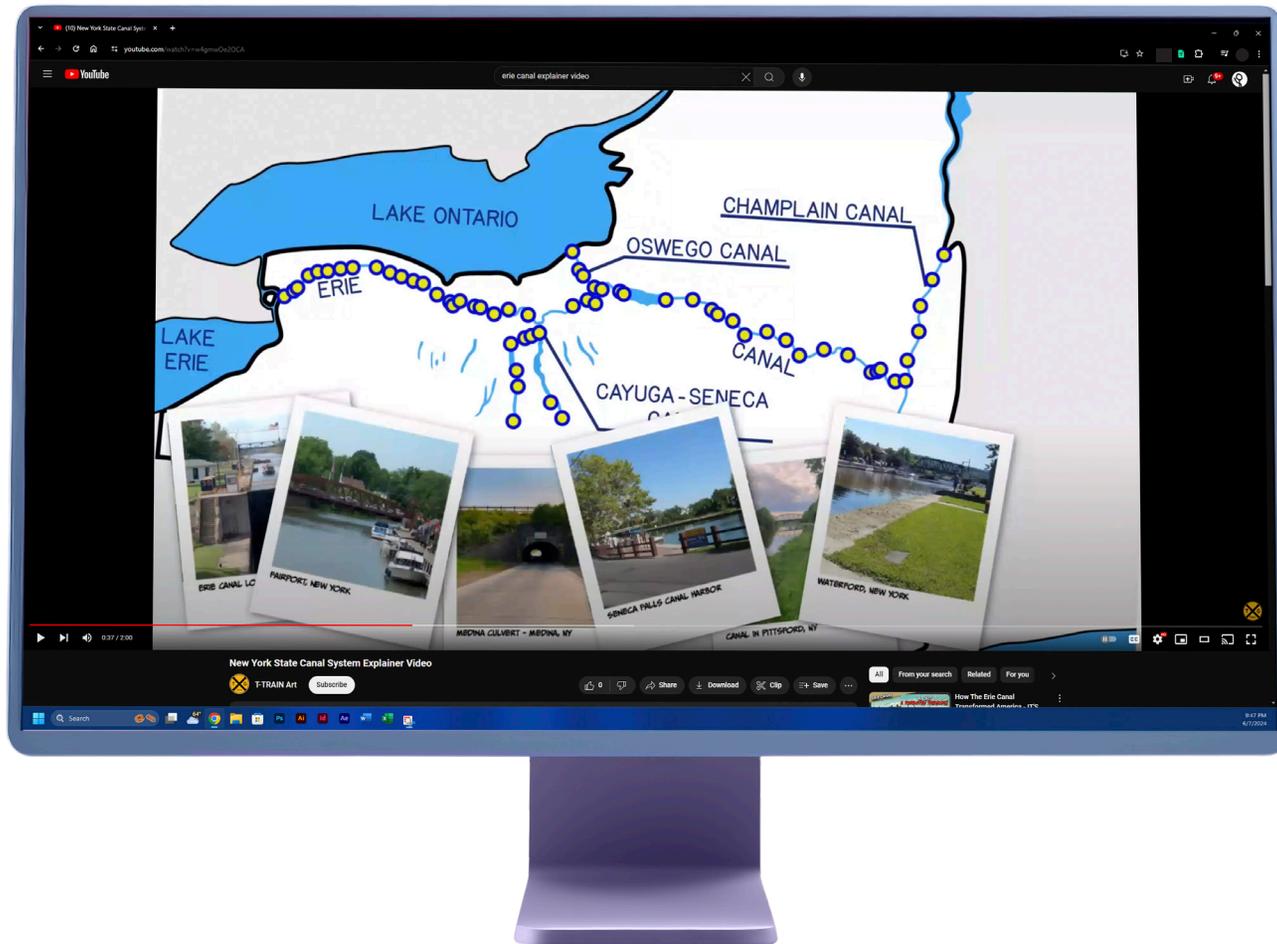
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▲ The dark version of both posters.

New York State Canal System Explainer Video



Task

To create an animated explainer video about the New York State Canal system with the primary audience being out-of-state tourists.

Solution

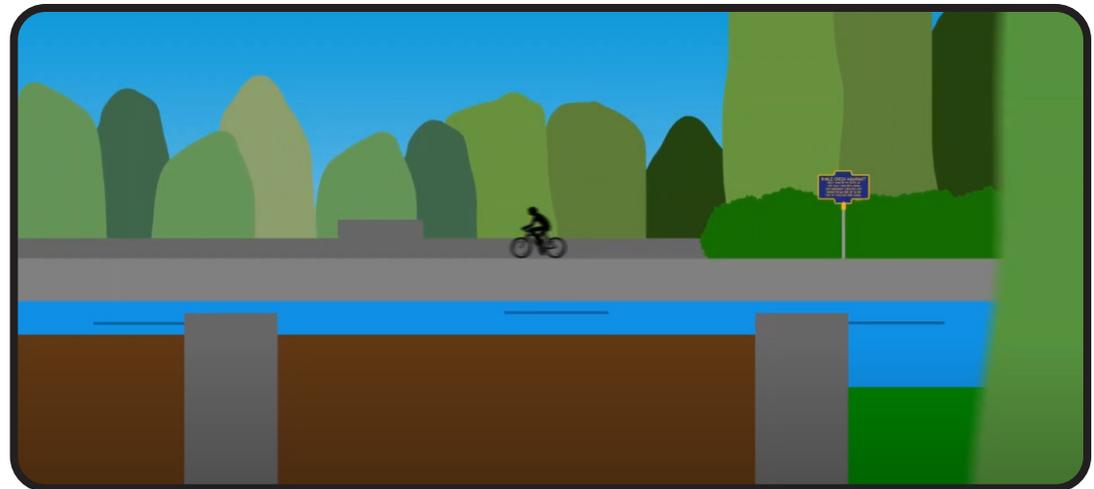
I created this explainer video about the New York State Canal system that gives a general background of the system. It explains about marina services, boat height restrictions, cruises, and much more. For each illustration/scene done based off real world objects/locations that are related to the system.



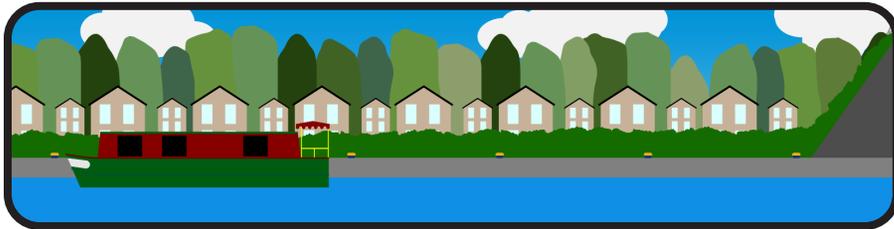
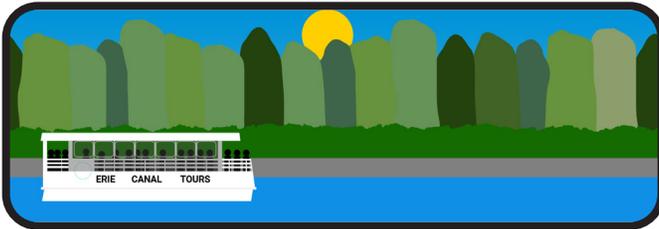
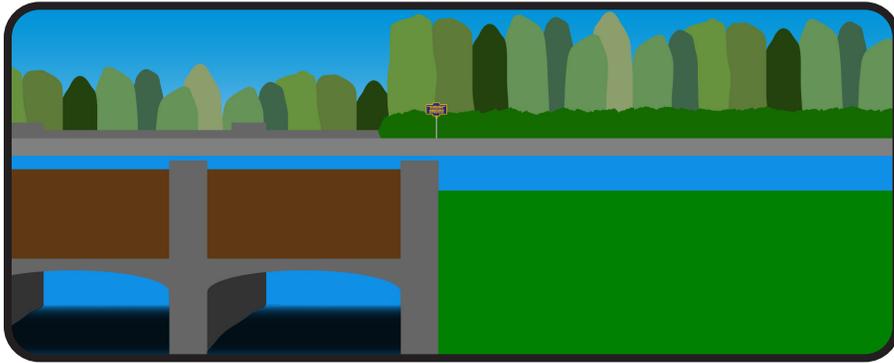
▲ Scan or click the QR code to watch the video.



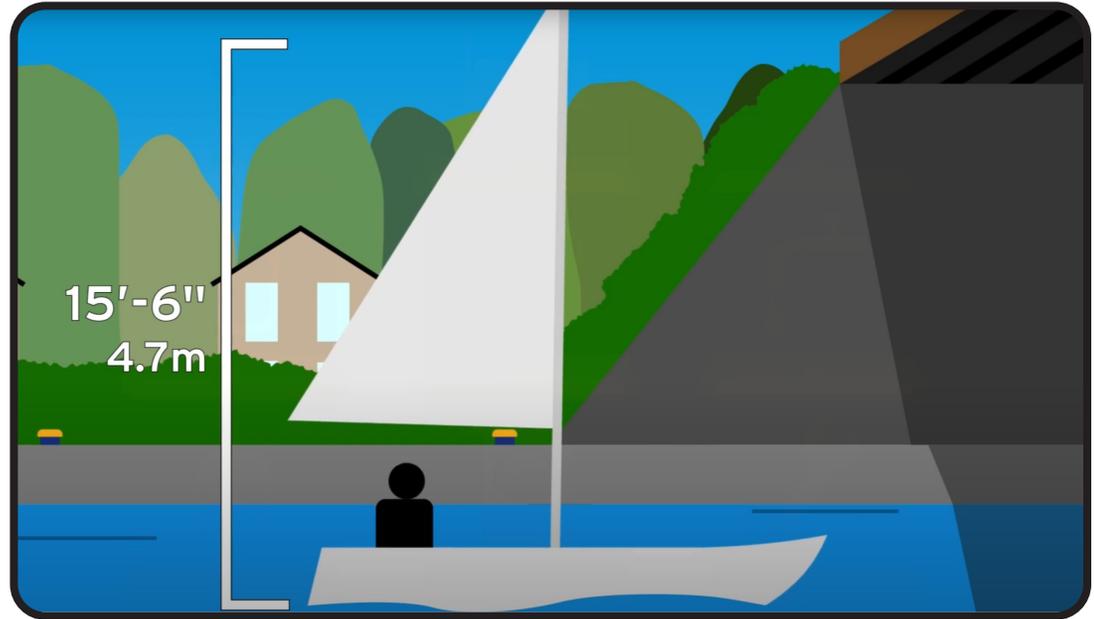
▲ To give it a canal feel, symbolism that is found on the Erie Canal is used for the video, with dark-blue and a gold-yellow color being used prominently.



▲ Many parts of the video feature real world locations along the system (or that were once part of the system). For example, here is the Nine Mile Creek Aqueduct near Syracuse, NY.



▲ Some of the scenes that were created by me for the video, including the biker guy.



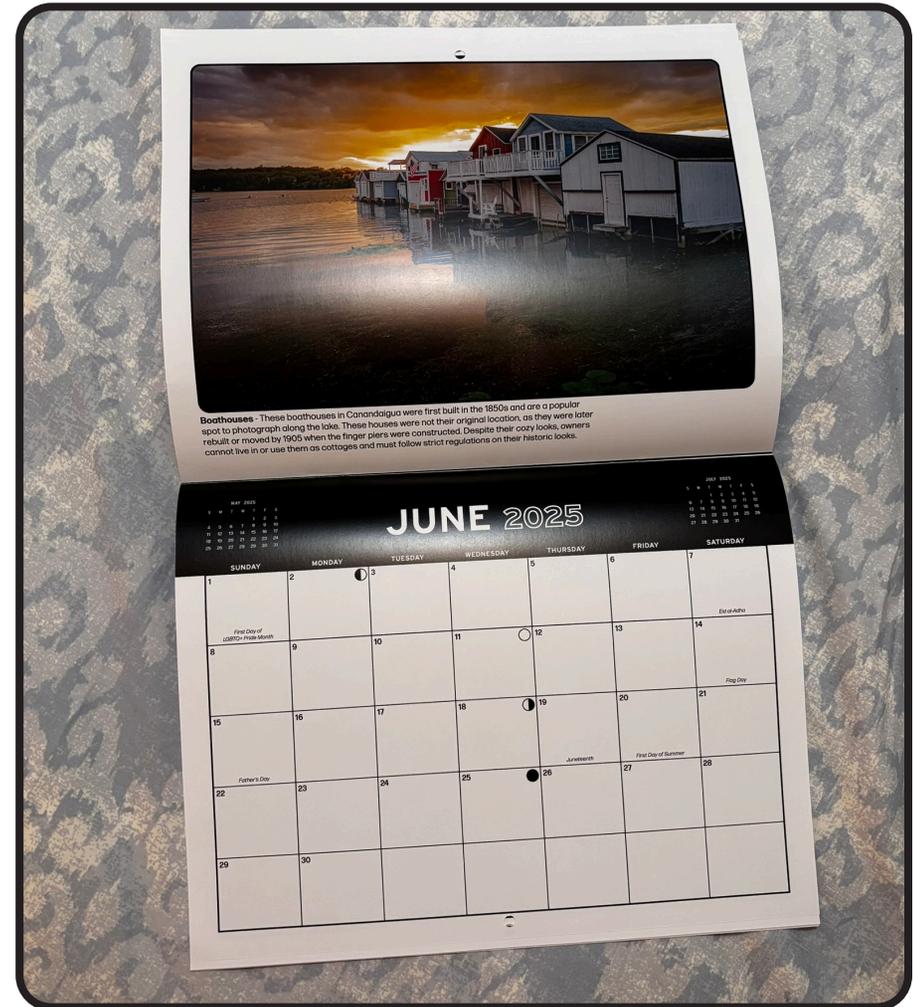
▲ The video targets users who may be interested in bringing their own boat, or on a tour boat. The video also mentions things to do along the canal that doesn't require boating.

2024 Calendars

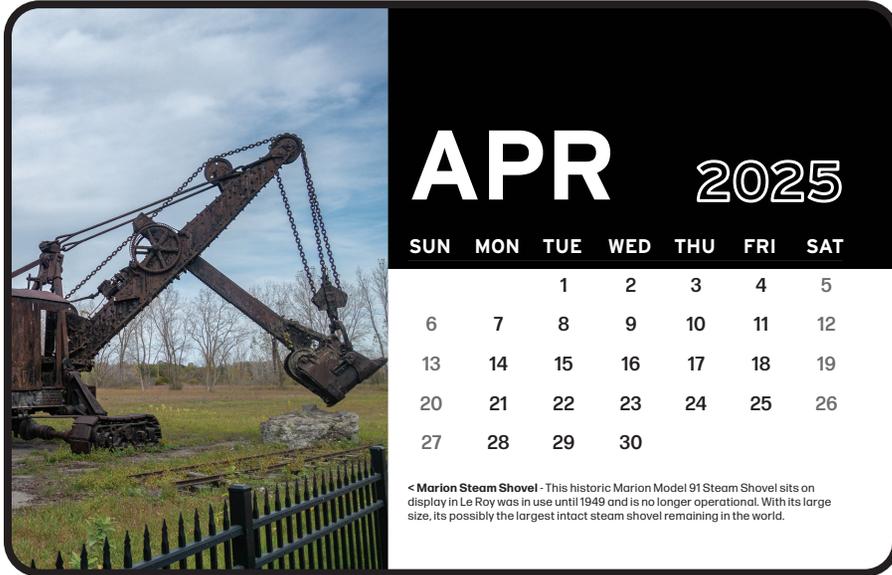


About the Project

I created 2025 calendars featuring photos that I have taken throughout Upstate New York to be sold. Two versions were made, a small desk calendar, and a saddle stitch calendar. The two have the same design style, as well as the same photo theme for each month. Each photo has a fun related trivia for each photo and the saddle stitch calendar features a map of where the photographs were taken.



▲ Sample page of the saddle stitch calendar.



▲ Sample page of the desk calendar

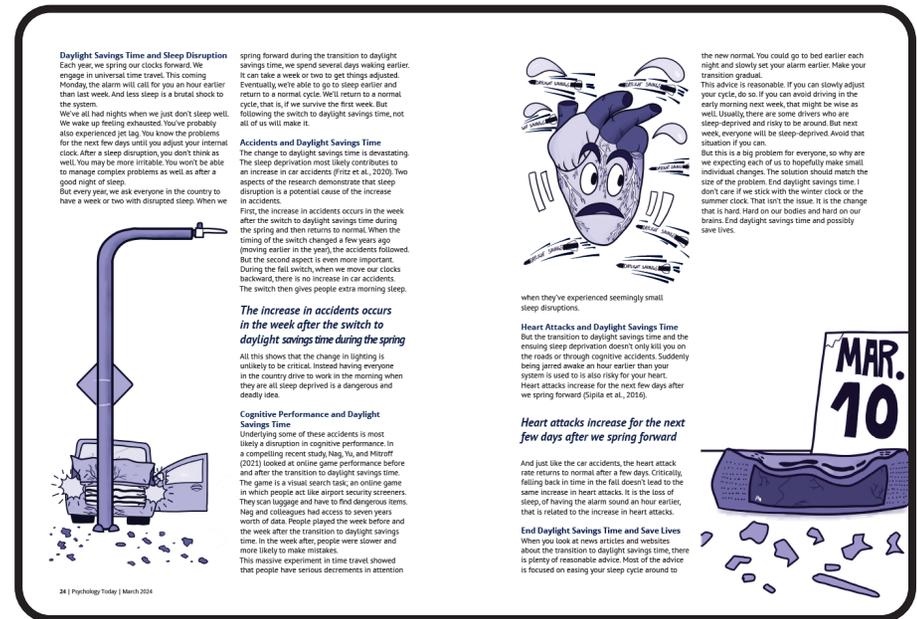


▲ Map created in the saddle stitch calendar.

Additional Work

About This Section

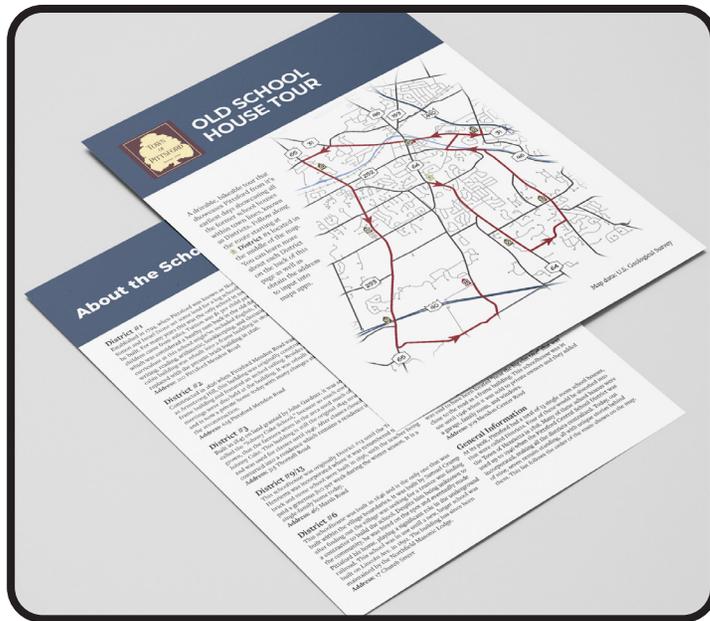
I've done a lot of projects, but it's impossible for me to feature them all in depth in this PDF, here I'd give them a shout out here for this section. For an more in depth explanation about these works, feel free to reach out, or check my website as it may have information about the work listed here!



▲ A Psychology Today article spread that I designed both the layout, as well as illustrated the illustrations.

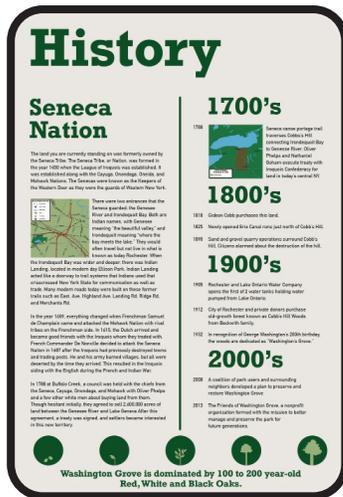


▲ Map of Mendon Ponds Park designed no matter if the user is a returning local parkgoer, or someone who may be coming for the first time. Important information is presented to them and if viewing digitally, they can show/hide certain layers of the map so more of the actual map can be seen if needed.



▲ A map of the Town of Pittsford's historic single-room school houses with the map providing a self-guided tour that can be navigated either by bike or car.

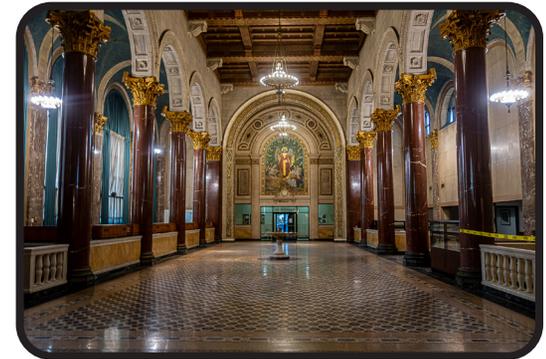
▼ Washington Grove Park kiosk where I designed the map for the history panel of the kiosk. The mockup shows the panels in use. Mockup was created by Christian Kela



▲ Redesigned High School logo (the present logo is the same logo the Minnesota Vikings use, along with other high schools)

Photography

Besides graphic design, I have done photography as well, sometimes implementing it into my work. I have done photography for RIT's WADAIKO, as well as the RIT K-12 University Center.



Thank You!

Thank You!

Thank you for taking the time viewing my portfolio! I hope you enjoyed what you saw. If you have any further questions my work, or want to get in touch, feel free to contact me.

Contact & Connect

Email: hello@ttraindesign.com

Website: ttraindesign.com

Instagram: [@ttrainart](https://www.instagram.com/ttrainart) | [@ttrainphoto](https://www.instagram.com/ttrainphoto)

LinkedIn: [linkedin.com/in/thomas-griebel-gd](https://www.linkedin.com/in/thomas-griebel-gd)

Mockup Credits

Unless otherwise credited below, all mockups are created me.

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